

# TRADEWINDS 2000

An Update from the Agricultural Export Program

Volume VIII, Issue II

February 2000

## ◆Trade Shows◆

For additional information on any trade show event,  
please contact AEP at (916) 654-0389

### **Food & Hotel Bali**

March 2-4, 2000 - Bali, Indonesia

### **Canadian Grocery Showcase West (Processed Food Promotion)**

March 5-6, 2000 - Vancouver, Canada

### **FOODEX 2000**

March 7-10, 2000 - Tokyo, Japan

### **AFIA\*AGRO**

March 9-11, 2000 - Guadalajara, Mexico

### **Great American Food Show**

March 14-16, 2000 - Seoul, Korea

### **ANTAD**

March 17-19, 2000 - Guadalajara, Mexico

### **FMI**

May 5-7, 2000 - Chicago, U.S.

### **Food & Hotel Philippines 2000**

May 31 - June 3, 2000 - Manila, Philippines

### **Food China 2000**

June 20-23, 2000 - Beijing, China

## ◆Buying Teams◆

The Agricultural Export Program often has the opportunity to expose California companies to foreign visitors seeking California food and agricultural products. Our next foreign buying team comes from:

**MEXICO -February 13-16, 2000  
(San Francisco)**

If you are interested in meeting with this buying team,  
please contact AEP. Spaces are limited.

## ◆Bits and Bites

### From Around the World◆

(News from FAS & California's Overseas Trade Offices)

**Japan's Packaging Recycling Law:** On April 1, 2000 the Government of Japan will begin implementation of a recycling law that will require importers to pay recycling fees. As a notice to U.S. exporters, Japanese importers may take associated recycling charges into account when choosing goods to import.

**Chinese Supermarket makes GM-Free Food Row:** January 5th, Park n' Shop, a leading supermarket chain in China, said that it planned to eliminate all genetically modified ingredients from products bearing its own label. Park n' Shop estimates that over 600 products would be GM ingredient free in six months.

**CHT Certificates:** Effective January 1, 2000, all air and maritime shipments leaving the U.S to China that contain conifer solid wood packing material will require an APHIS issued Certification of Heat Treatment (CHT).

**Hong Kong Rice Import Liberalization:** Various Hong Kong media sources have reported that the Government is going to open the Hong Kong rice market within 2-3 years by eliminating the existing 45-year-old rice import licensing and quota system. ATO Hong Kong reports that the HKG has



(California Pavilion at SIAL '98)

## Tradewinds 2000: E-mail

If you wish to receive future editions of Tradewinds 2000 by e-mail, please contact Suzanne Lashley at (916) 654-0389 to make any subscription changes.

## Market Reports

Reports Currently Available from the

Contact AEP if you would like a copy of any report listed below.

### **Brazil-**

Tomatoes and Products: Annual Report 2000

### **Canada-**

The Kosher Food Market 1999

Market Profile: Pastry Cake, Cookie, and Dessert Products 2000

### **Guatemala-**

Retail Sector Report 1999

### **Korea, Republic of -**

Organic Agricultural Products

### **Mexico-**

Promotional Opportunities 2000

### **Singapore-**

Seafood Market Guide 1999



## ◆ Agricultural Trade Specialists◆

Contact AEP's overseas staff for assistance in a specific country or region

Hong Kong: Shirley Ng

Phone: (011-852) 2877-3600

Fax: (011-852) 2877-2691

E-mail: [agtrade@asiaonline.net](mailto:agtrade@asiaonline.net)

Mexico City: Roselynn Pucan-Meagor

Phone: (011-52-5) 533-1111

Fax: (011-52-5) 533-5202

E-mail: [ag@californiaagency.com.mx](mailto:ag@californiaagency.com.mx)

Tokyo: Mami Schmitz

Phone: (011-81-33) 583-3140

Fax: (011-81-33) 584-6613

E-mail: [calxport@gol.com](mailto:calxport@gol.com)

Seoul: Sung Min Christopher Jun

Phone: (011-82-2) 733-2341

Fax: (011-82-2) 733-2344

## ◆Agricultural Export Team: Seminars & Events◆

### “ Events ”

Western U.S. Melon Promotion in Canada  
(Generic promotions through in-store advertising)  
May - September 2000  
WUSATA ([www.wusata.org/generic/wusata\\_events.htm](http://www.wusata.org/generic/wusata_events.htm))

Alimentaria: Seafood Promotion  
Barcelona, Spain - March 6-10, 2000  
AEP (916) 654-0389

### “ Seminars ”

“International Contracts” March 3, 2000 (Merced)  
CITD Merced: (800) 355-5892

“Developing Skills in International Trade”  
CITD Merced: Thursdays, Feb 24 - March 9  
CITD Fresno: Three day course, March 28-30

“The Basics of Exporting” March 15, 2000 (Fresno)  
CITD Fresno: (888) 638-7888

“Enhance Your Internet Sales and Exposure”  
Presented by Hotbiz.com, February 22, 2000  
Northern California World Trade Center  
(916) 447-9827 (Sacramento)

“Agriculture: Import/Export with Mexico” (Long Beach)  
March 30, 2000 - CITD Long Beach: (562) 938-3244